

OPTIMIZING NETWORKING OPPORTUNITIES

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Your Next Big Networking Opportunity Is Around the Corner

By; Dave Henderson, Global Security Consultants

Networking is not only a technical term. It is a part of life.

Let's say I owned a restaurant. How do I build the business? I could advertise on TV or Radio, but that, as a lot of us know, can be a significant investment and hard to do when you are working with limited capital.

So the trick is to advertise yourself within the normal cost of your day. Like drinking coffee at Starbucks or going to your child's school.

When my wife started a restaurant and was brainstorming ways to market the new business, I told her to make a lunch for our daughter's teacher. She asked what that had to do with each other. I explained it was basic math: one teacher, forty students. Each of the forty students likely came from a normal family of four. Extrapolate that out, and the quality of that sandwich could be broadcasted out to a 160 individuals. Is this an exact science? NO. The teacher, students and their families do have friends to share their joy, however, so the network grows by word of mouth.

Similarly, I did this to grow my network when building my Security Business. One shining example: During my days of living and conducting business in China, I would go to a Starbucks in Shanghai. I would hear people talking about local factories which turned into talking about basketball. I turned to one of the men involved in the conversation and mentioned I like basketball. He responded that he was the commissioner of the Chinese Basketball Association. I was a little shocked to say the least with the irony. He went on to tell me that he was the commissioner of the Chinese Olympic Committee.

From there, we had a lengthy conversation that ended with a contract to build an Emergency Operations Center (EOC) in Beijing. The EOC monitored over three million cameras in which the system we designed would automatically deploy emergency services as well as notify media outlets if it was determined the response time would be improved in that given situation.

This was a very early use of AI going back to 2008

Many other times in a typical day during a visit to the local coffee shops, drinking establishment or church, I would keep open ears. Generally, conversations around me would be about a new person in town, a contractor working on a home or business, etc. In many instances, I would approach them. What I often found was it was the right place at the right time and there was an opening for me on a project. In the times there wasn't, many remembered me as a solution for future projects.

Once you get a couple wins. It makes your next wins come more often.

Then you will make yourself the person that can answer the questions and offer solutions.

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